WESU

WESU-FM STEREO ☐ WESU-AM CAMPUS

July 31, 1973

Dear Ivy Station:

Enclosed you will please find a copy of a letter that I have today sent to Jim Katz at Ivy. If any of you have any comments on the material contained therein, I would like to hear from you.

I don't know about any of the rest of you, but I've just about given up with Ivy. Ever since I came into office at WESU in December of 1972, we've gotten nothing but headaches from Ivy. I dont believe in Excedrin, and I don't like headaches. If anyone has a solution, please let me know.

Sincerely,

Harold Sogard
President

HRS:ac
enc

P.S.- Theaddress given on this stationary is our correct address, regardless of what Ivy thinks. I've been trying to get them to send our mail to the correct person at the proper address for six months, but we still receive (after the Post Office reroutes it) mail addressed to our Ivy representative of two years ago and sent to the wrong place.

(1)

(2)

☐ BOX 8000 WESLEYAN STATION ☐ MIDDLETOWN, CONNECTICUT 06457

WESU

WESU-FM STEREO ◻ WESU-AM CAMPUS

July 31, 1973

Mr. Jim Katz
The Ivy Network Corporation
242-a Yale Station
New Haven, CT. 06520

Dear Jim:

I am going to make one final attempt at getting a message through to you. It is a message that I have been trying to communicate to you for some six months now, but all attempts thus far seem to have been in vain. Perhaps you've been using my letters to test out a new paper shredder or something. Whatever your excuse may be, I've had enough.

This is to notify you that WESU is hereby demanding immediate payment of the $287.11 (two hundred eighty-seven dollars and eleven cents) that the Ivy Corporation owes us for Budweiser spots run in October and November of 1972. If payment is not made, WESU will instruct our lawyer to take the necessary action to get the money and end our affiliation with the Ivy Network.

As I informed you this spring, WESU chose not to run any Ivy-contracted spots this spring because we had not received payment for any spots for almost a year. This rejection of the spots was made in accordance with section four of the service agreement. It seems only logical to me that a station should follow a commercial policy of not running ads for free, which is what we had been doing for some time.

I can not begin to tell you what a pain in the ass it is for us to run commmercials and then not get paid for them. Even if you do finally pay after several months, it's not the same. The way you guys operate, I would not be surprised if you purposely delay payments so that you can collect the interest off the money while it sits in some bank.

This problem with payments is only the largest in a series of gripes that we have with Ivy's operation techniques. Some smaller things, irritating nonetheless, have included your failure to acknowldege our request for the promised new affidavits and your lengthy delays in getting the (still not realized) new UPI contract. It is no wonder that Ivy affairs have now assumed a position of peripheral interest and importance at WESU.

We truly would like to be able to feel confidence in Ivy once again. Immediate payment of our $287.11 would help matters a little anyway.

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WESU-FM STEREO □ WESU-AM CAMPUS

IVY:page two

I trust that I will be receiving a check from you within a week. After that, we can begin to talk about next year.

Sincerely yours,

Harold Sogard
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cc:member stations of Ivy Network

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